



132nd MAINE LEGISLATURE

FIRST REGULAR SESSION-2025

Legislative Document

No. 262

H.P. 165

House of Representatives, January 28, 2025

An Act to Amend the Laws Governing the Taste Testing of Wine and Malt Liquor to Facilitate Marketing by Wholesalers

(EMERGENCY)

Received by the Clerk of the House on January 23, 2025. Referred to the Committee on Veterans and Legal Affairs pursuant to Joint Rule 308.2 and ordered printed.

A handwritten signature in cursive script, reading "R B. Hunt".

ROBERT B. HUNT
Clerk

Presented by Representative CROCKETT of Portland.
Cosponsored by Representative: BOYER of Poland.

1 **Emergency preamble.** Whereas, acts and resolves of the Legislature do not
2 become effective until 90 days after adjournment unless enacted as emergencies; and

3 **Whereas**, in response to the economic hardship facing the State's restaurants, bars,
4 grocery stores and beverage retailers; in response to the diversity and new product
5 innovation in the beverage industry; and in support of local craft manufacturers' ability to
6 showcase their products at taste-testing events, it is necessary to amend statutory language
7 to allow wholesalers of wine and malt liquor products to hold taste-testing events at a
8 greater number of locations; and

9 **Whereas**, unless this legislation is enacted as an emergency, interested parties will
10 not be able to take advantage of this legislation until after the majority of the busy summer
11 season has concluded; and

12 **Whereas**, in the judgment of the Legislature, these facts create an emergency within
13 the meaning of the Constitution of Maine and require the following legislation as
14 immediately necessary for the preservation of the public peace, health and safety; now,
15 therefore,

16 **Be it enacted by the People of the State of Maine as follows:**

17 **Sec. 1. 28-A MRSA §1402, sub-§2**, as amended by PL 2021, c. 658, §236, is
18 further amended to read:

19 **2. Taste testing on retail licensee's premises or other venue.** With the bureau's
20 written permission, a wholesale licensee may rent or lease an area or room from an on-
21 premises retail licensee or from any unlicensed venue for the purpose of inviting retail
22 licensees to taste test wine or malt liquor products.

23 **Sec. 2. 28-A MRSA §1402, sub-§3, ¶D**, as amended by PL 2021, c. 658, §237, is
24 further amended to read:

25 D. After the taste-testing event is concluded, the wholesale licensee shall remove all
26 products supplied for the taste-testing event from the premises of the retail licensee's
27 premises licensee or unlicensed venue.

28 **Emergency clause.** In view of the emergency cited in the preamble, this legislation
29 takes effect when approved.

30 SUMMARY

31 This bill modifies the law governing taste-testing events held by malt liquor and wine
32 wholesale licensees. Under current law, wholesale licensees may rent or lease an area from
33 a retail licensee for the purpose of inviting retail licensees to taste test wine or malt liquor
34 products. The bill broadens a wholesale licensee's ability to hold such a taste-testing event
35 by also allowing the wholesale licensee to rent or lease an unlicensed venue for that
36 purpose.